

-----Original Message-----

From: Gordon Thompson [mailto:cms@kskc.net]
Sent: Sunday, October 31, 2004 6:09 PM
To: Localism
Cc: Carl oab Smith
Subject: Localism

Again local radio stations are faced with the possibility of more paperwork and creation of "guidelines" for "public service". We suspect this is in response to a few of the large metro stations that worry more about ratings than serving the "public". A small to medium market radio does serve it's community with "localism" and public service involvement because its just good business to do so as our listeners expect and demand it. The NAB recently published a document that shows literally millions of dollars worth of "public service" performed by small to medium market radio stations all across the nation. We have tracked the number of PSA's, local-state-and national as well as various interviews and on-location broadcasts that we (kixr) have performed and if a typical spot rate or time value is placed on the activities it amounts to over \$35,500 in just one year and we've been in operation for ten years. The following is a listing of the many local and area public service and community-responsive programming provided by Power 104.7 KIXR that is also typical of thousands of other radio stations.

LOCAL NEWS: KIXR programs 3 newscasts per day, morning noon and evening complete with local and area, state and national coverage combined with stock market and weather reports. Local and area news makes up about 70 percent of each newscast. Additionally local news information including contacts the public can use to gain even more information is posted on our web site.

PUBLIC AFFAIRS: KIXR airs a 3-5 minute "Community Bulletin Board" program daily that non-profit and civic organizations, churches, governmental entities and other groups use to relay their message to the public. This report is aired twice daily, morning and afternoon, complete with a "JOB HOTLINE" outlining local and area job availabilities as reported by our State Employment agency in our community for which we have received several State awards and recognition. We also promote and receive listener call-in's every morning to discuss events and activities in our community. Community Bulletin Board events are also listed on our web site for the public to review.

EMERGENCY RESPONSE: KIXR responds to emergencies with immediate on-air announcements or on-site broadcasts to keep the public informed. Recently we experienced a major fire at our local refinery that caused the death of a worker, a major winter and ice storm that left most of our homes and businesses without electricity for up to two weeks and several tornados in our listening area that left destruction of property and countless other events that warranted emergency coverage. KIXR employs a meteorologist with considerable investment so we can provide the latest severe weather coverage. Local city and county agencies and organizations know that we also provide immediate emergency

situation information as it occurs. A city water main broke recently and over half the town was out of water pressure...KIXR immediately announced updates as to the progress of repairs. KIXR also airs Crimestopper Reports 8 times daily with Amber Alerts and EAS alerts immediately on air as required. Additionally, we have installed emergency generators at our main studio offices as well as at our transmitter site to enable us to stay on the air no matter the situation. We provide immediate on air announcements regarding school closures due to inclement weather conditions.

POLITICAL: KIXR provides an open door policy offering free air time to any studio guest to discuss political issues or political office. These interviews are scheduled between 8:30 and 9:00 am any weekday. We broadcast voter registration information and urge citizens to exercise their right to vote. We provide primary election coverage earlier this year and again will provide election results coverage during this Nov 2nd election. We provide a forum for community leaders of various local city and school bond issues to discuss their projects.

MUSIC: Throughout the years KIXR has actively promoted local bands and artists by sponsoring various concerts. Additionally, we air and interview local and area music artists in an effort to assist their musical career. Additionally, we provide interview air time for many independent artists in promotion of their music. Again, our web site features pictures and stories about local and area artists.

COMMUNITY INVOLVEMENT: KIXR is well known for our station and personal involvement in various community events. To name a few, American Cancer "Relay For Life", March of Dimes, American Red Cross, Community Food Bank, Salvation Army and Cystic Fibrosis. We provided free promotional announcements to the new car dealers in Ponca City as they raised over \$10,000 for the local public educational foundation. We assist the Red Cross in their blood drives and over the years our staff has served on many committees and boards of civic organizations and assisted in many fund drives for needy families.

We do not need more regulation criteria to do the things that we already do! There is already a report mechanism in place that we provide this basic information to our public service file that is available to the public and FCC, its called the Quarterly Issues & Programs report.

Sincerely,

Gordon Thompson, Gen. Mgr
Carol Murphy, President, Mur-Thom Broadcasting, Inc.